

Sampling — An Effective Business Building Tool



By Independent Consultant, ENVP Kathy Whittington: Arbonne Learn & Burn™ Training

Distributing Arbonne samples is a simple, convenient and effective tool to introduce products to potential Clients or prospects after your “Discover Arbonne” Presentation. Samples are also an effective way to introduce your existing Clients to Arbonne products they have not yet tried.

Arbonne carries a variety of sample packs for skin care, body care, hair care and baby care. Each skin care sample pack comes with a listing of product ingredients, usage instructions and information about Arbonne.

- ⊕ Be sure to attach your personal Arbonne name labels to each sample pack before you distribute. Information on ordering your personalized name labels can be found in the literature inside your “NOW You’re in Business” Starter Kit.
- ⊕ Always carry sample packs with you! You never know when you will have the opportunity to share Arbonne products.
- ⊕ Share your personal testimony.
- ⊕ When you are sharing Arbonne products, it is important to pre-profile the person you’re speaking with. Pre-profiling is easy and fun, financially rewarding, and builds rapport with your prospect. A convenient tool for pre-profiling is the skin type chart located in the front of Arbonne’s Product Catalogue.

SAMPLE DIALOGUE:

“What type of skin do you think you have?”

“What products are you using on your skin presently?”

“If you could change something about your skin, what would it be?”

- ⊕ Include other information regarding Arbonne along with the sample pack (i.e. ArbonneNOW Company brochure, Product Line Overview brochure, Before & After testimonial brochure or Product Catalogue).
- ⊕ Be sure to schedule a follow-up appointment before you leave your new prospect.

When you give someone a product sample, consider using the following dialogue to make sure his or her first experience with Arbonne will be the best it can be.

SAMPLE DIALOGUE:

“I know that you are going to enjoy these samples! It’s very important that you use the Arbonne product samples exclusively. This will enable you to see the difference in your skin. It is also important that you use all of the products in the sample pack as instructed. This will allow you to see what a complete skin care system will do for your skin, when used properly. You can expect a call back from me in about four days. When would be the most convenient time for you? Great (insert first name). This should give you enough time to finish your samples and experience the difference in your skin. I will speak with you again on (day, date and time).”

⊕ Once you have sent your new prospect on his or her way with the sample pack, be sure to follow-up! You can use the following dialogue to help with the follow-up process:

SAMPLE DIALOGUE:

“Hi! This is (your name), your Independent Consultant with Arbonne International. I’m calling to follow-up on the sample pack you received.”

“Have you used the samples for three days?” (If not, then arrange a time to call back once they have used the samples for at least three days.) “Have you used all of the products in the sample pack as instructed?” (Find out which products they did not have a chance to use.) “Tell me what you noticed about the softness, smoothness and clarity of your skin”. (If they didn’t notice any change, suggest some changes that may have happened: diminished dryness, less oil at the end of the day, eyes appear less puffy or tired, reduced appearance of lines and wrinkles, etc.) “Which product was your favorite? Do you have any questions I can help you with?”

Write down your new Client’s comments.

“While we have been talking, I have taken notes on the products that would best meet your needs at this time, and I would like to quickly go over these with you. You can then tell me which items interest you the most. Does that sound OK?”

Recommend the products that best suite your new Clients needs. Begin by recommending a complete skin care system. State a benefit of each product and how they would use it. Speak as if your Client already owns the product, for example:

“When you use your cleanser, use just a small amount with plenty of water.”

Let your new Client know that you would like to get him or her started with the products he or she liked. If a system is not in the budget, you may:

1. Offer to sign the person up as an Arbonne Independent Consultant so the person can enjoy the products and purchase them at a discount.
2. Ask which of the products the Client feels could be eliminated from the system until you reach the desired budget.

Let your new Client know the total cost for this first order and ask your new Client how he or she would like to pay. Assume that this person will make a purchase.

Sample Pack Notes:

- ⊕ Include a Product Catalogue or Product Line Overview brochure along with sample packs. This will allow your potential new Client to see the variety of products Arbonne has to offer.
- ⊕ Explain that Arbonne’s products are very concentrated; therefore, the Client only needs to use very small amounts of each product. Be sure to share that Arbonne prides itself in having pure, safe, beneficial products.
- ⊕ Thank your potential new Client for trying the products, and remember it’s important to take the time to get to know each of your Clients and build a relationship.

WARMING UP TO A COLD MARKET

Reach out to people you don’t know. These could be people who have been referred to you from your Clients and acquaintances.

SAMPLE DIALOGUE:

“Hello, may I speak with (insert first and last name) please? (Insert first name), I’m an Independent Consultant with Arbonne International and I am delivering complimentary samples of our products in your area for advertising. I just need to ask you a few quick questions to complete your sample packet. Do you have a moment?”

Or:

“Hello, may I speak with (first and last name) please? (Insert first name), I’m an Independent Consultant with Arbonne International and you were referred to me by one of my Clients, (insert first and last name). I am delivering complimentary samples of our products and (insert first name) thought you would be interested in them. I just need to ask you a few quick questions to complete your sample packet. Do you have a moment?”

“Are you familiar with Arbonne’s products?”

Tell them in just a sentence or two about the Arbonne difference.

“If you could improve something about your skin, what would it be?”

“(Insert first name), if you were to receive complimentary samples of Arbonne products, would you be willing to use them exclusively for a two- or three-day period?”

“At the conclusion of the three-day period, I will call back to ask about the improvements you noticed from using the products. Would that be alright?”

“I want you to know, (insert first name), there is absolutely no obligation in receiving the samples. If after using the Arbonne products, you are impressed with the way your skin feels, and you can see the Arbonne difference, would you be interested in getting started on an Arbonne system?”

If the answer is “yes,” let your prospect know you just need to ask a few more questions about his or her skin so you can include the products that would be the most beneficial. (See the skin type chart in the front of Arbonne’s Product Catalogue). Be sure to ask if he or she has any sensitivities or allergies to any product ingredients.

Tell your new prospect you will be mailing or delivering the sample to them that will include:

- ☒ Products selected just for them
- ☒ Instructions for use
- ☒ Current prices
- ☒ Information about Arbonne’s products, the company and Arbonne’s home-based business

Be sure to schedule a day to call your new prospect back. Follow-up is one of the keys to building your business, so be sure to follow-up with all of your prospects in a timely manner.

If the answer is “no,” let your prospect know that the purpose of the samples is to find individuals who have concerns about their skin that could benefit from the Arbonne products.

Thank your prospect for his or her time and ask if he or she might know of anyone who may be interested in the sampling program.

KEY! Always ask for referrals! Referrals are the lifeblood of your future business. When you drop off the samples, tell your Clients that you want to expand your business and would like them to be thinking of anyone they know who would also like to try a sample of Arbonne’s products. Consider offering a small gift when they give you the names of five or more people who would like to try a sample pack.

SAMPLE LETTER

Date

Prospect's First and Last Name

Prospect's Address

City, State, Zip Code

Dear (*First Name*),

Thank you for participating in my sampling program for Arbonne International.

What is the Arbonne skin care difference?

- Botanically-based
- pH correct
- Hypoallergenic
- Dermatologist tested
- Never tested on animals
- Formulated without animal products or by-products
- Formulated without mineral oil
- Formulated without dyes or chemical fragrance*

**From time to time, Arbonne will incorporate fragrance in specialty bath and body skin care products. This inclusion will be clearly marked as fragrance on the ingredient list. Keep in mind, all products must pass voluntary Repeat Insult Patch Tests to ensure safety to the consumer prior to introduction.*

Enclosed you will find your samples with instructions for use, as well as information about the company, its products and the Arbonne opportunity.

As we discussed, please use all of the products exclusively for the next three days and call me if you have any questions when using the products. Remember our products are highly concentrated so you just need a small amount. You may find it more convenient using the samples if you puncture a small hole in the corner of each packet with a safety pin or straight pin.

Enjoy the experience of using Arbonne's skin care. I'm looking forward to talking with you again on (*date and time*).

Sincerely,

Your Name

Independent Consultant, (*Title*)

Enclosures